

# PINNACLE FOODS INC. CELEBRATES FIRST DAY AS PUBLIC COMPANY ON THE NEW YORK STOCK EXCHANGE

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**NEW YORK, March 28, 2013** - Parsippany, N.J.-based **Pinnacle Foods, Inc.**, manufacturer and distributor of popular food brands such as Birds Eye®, Duncan Hines®, Vlasic®, Mrs. Butterworth's® and other **well-recognized brands**, opened for trading today on the **New York Stock Exchange** (NYSE) under the ticker symbol "PF" after its initial public offering. Barclays Capital is the Designated Market Maker for the company's stock.

CEO Bob Gamgort, along with members of Pinnacle Foods' leadership team, celebrated the company's first day of trading by ringing the NYSE Opening BellSM and visiting the trading floor to observe the stock opening.

"We're excited to welcome Pinnacle Foods and its family of iconic brands to the New York Stock Exchange," said Scott Cutler, Executive Vice President, Head of Global Listings, NYSE Euronext. "Through innovation and a focus on excellence, Pinnacle Foods' products continue to grace the nation's households after more than 150 years. We congratulate Pinnacle Foods on its IPO and are proud to partner with the company as it embarks on its journey as a publicly-traded company."

"I am honored to represent all employees of Pinnacle Foods who have worked tirelessly to make this day a reality," said Pinnacle Foods CEO Bob Gamgort. "By reinvigorating our portfolio of iconic brands, we have built a company that can satisfy the needs of our consumers, partner with our retailers and create value for our investors. We look forward to continuing to build the value of this great company for years to come."

## Photo 1

Caption: Pinnacle Foods Inc. CEO Bob Gamgort, joined by members of the company's leadership team, rings the NYSE Opening Bell® to celebrate Pinnacle Foods' IPO and first day of trading on the NYSE.

## Photo 2

Caption: Pinnacle Foods Inc. CEO Bob Gamgort (arms crossed) in the NYSE trading crowd as the company's IPO opens for trading.

For more information on NYSE Euronext's listings business and to learn about trends in the IPO market, please visit the [NYSE Euronext IPO Center](#).

## About Pinnacle Foods (Source: Pinnacle Foods)

Every day, in more than 85% of American households, consumers reach for Pinnacle Foods brands. Pinnacle Foods is a Top 1000 Company ranked on Fortune Magazine's 2011 Top 1000 companies list. We are a leading producer, marketer and distributor of high-quality branded food products, which have been trusted household names for decades. Headquartered in Parsippany, NJ, our business employs an average of 3,700 employees. We are a leader in the shelf stable and frozen foods segments and our brands hold the #1 or #2 market position in 10 out of 12 major category segments in which they compete. Our Duncan Hines Grocery Division manages Leadership brands such as Duncan Hines® baking mixes and frostings, Vlasic® shelf-stable pickles and Mrs. Butterworth's® and Log Cabin® table syrups and Foundation brands such as Armour® canned meats, Brooks® and Nalley® chili and chili ingredients, Comstock® and Wilderness® pie and pastry fruit fillings and Open Pit® barbecue sauces. Our Birds Eye Frozen Division manages Leadership brands such as Birds Eye®, Birds Eye Steamfresh®, C&W®, McKenzie's®, and Freshlike® vegetables, Birds Eye Voila!® complete bagged meals and Van de Kamp's® and Mrs. Paul's® seafood and Foundation brands such as Hungry-Man® dinners and entrées, Aunt Jemima® frozen breakfasts, Lender's® bagels, and Celeste® pizza. Our Specialty Foods Division manages Tim's Cascade Snacks®, Hawaiian® Kettle Style Potato Chips, Erin's® Popcorn, Snyder of Berlin® and Husman's® in addition to our food service and private label businesses. Further information is available at <http://www.pinnaclefoods.com>.

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